

Module 1 – Business Analysis

This toolkit is designed for Expert Developer Exam Aspirants. There are **six** Modules. Study Each module per week to stick to schedule. Technical Parts of applications are depicted in Videos, you can learn more about them from experience League. You can visit [Get prep page](#) to understand the contents and anticipate the learning journey.

This is Expert Exam, Developer toolkit Module 1. This module contains three sections.

1.1 Analytics Tech Notes

This guide provides helpful information on topics that don't belong to a specific analytics tool or component.

Adobe Analytics is a web analytics solution that enables businesses to measure, analyze and optimize their digital marketing activities. It is a cloud-based platform that provides real-time insights into website and mobile app performance, customer behavior, and marketing campaign effectiveness.

The platform uses a variety of data sources, including web and mobile app data, third-party data, offline data, and CRM data, to deliver a complete view of customer interactions across multiple channels. Adobe Analytics offers a range of features that enable businesses to make data-driven decisions and drive digital transformation.

Some of the main features of Adobe Analytics include:

- Real-time data: Adobe Analytics provides real-time insights into customer behavior, enabling businesses to react quickly to changes in customer preferences or market trends.
- Segmentation: The platform allows businesses to segment their customer base by demographics, behavior, location, and other factors, making it easier to identify opportunities and target specific customer groups with personalized marketing campaigns.
- Data visualization: Adobe Analytics provides a range of data visualization tools, most prominently charts and graphs in Analysis Workspace and Analytics dashboards, which make it easy to interpret complex data sets and identify trends.
- Advanced analytics: The platform offers advanced analytics capabilities, including predictive analytics, machine learning, and AI-powered insights, which enable businesses to uncover hidden patterns and gain a deeper understanding of customer behavior.
- Attribution: Adobe Analytics includes attribution modeling tools that help businesses understand the impact of their marketing campaigns across different channels and touchpoints, enabling them to optimize their marketing spend and improve ROI.

- Reporting: The platform offers a range of reporting options, including scheduled reports, ad hoc reports, and customizable dashboards, which enable businesses to share insights with stakeholders and collaborate on data-driven decision making.

In summary, Adobe Analytics is a powerful web analytics solution that provides businesses with the tools they need to measure, analyze, and optimize their digital marketing activities. With real-time data, advanced analytics, and attribution modeling, businesses can make data-driven decisions that drive digital transformation and improve ROI.

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1.2 Setting Analytics and Experience Cloud IDs

The Experience Cloud Identity Service replaces the legacy Analytics visitor ID methods.

After the ID service is implemented, this code executes before AppMeasurement. The ID service retrieves the Experience Cloud and Analytics IDs so these values are ready when AppMeasurement loads.

When AppMeasurement loads, the Experience Cloud and Analytics IDs values are requested from the ID service and are sent to data collection with each server call. Since the ID service determines the visitor ID and simply passes it to AppMeasurement, the ID service must be included and implemented on each page before your AppMeasurement JavaScript file.

Changes to the Analytics ID process

The primary change when migrating to the Experience Cloud ID service is that the ID cookie is set using JavaScript, instead of in the HTTP header that is returned from the data collection web server. To understand this change, the following sections describe how cookies are set using these two methods.

HTTP Header

An HTTP response from a web server sets cookies in a browser. This is how the `s_vi` cookie is set. The `s_vi` cookie identifies Analytics visitors. After a cookie is set, it is sent with all subsequent HTTP requests to that server.

When a request is sent to the Adobe data collection server, the header is checked for the `s_vi` cookie. If this cookie is in the request, it is used to identify the visitor. If the cookie is not in the request, the server generates a unique Experience Cloud ID, sets it as a cookie in the HTTP response header, and sends it back with the request. The cookie is stored in the browser and is sent back to the data collection server during subsequent visits to the site. This enables the visitor to be identified across visits.

However, some browsers, such as Apple Safari, do not accept third-party cookies. These are cookies set in the browser from domains other than the current website. Additionally, Safari blocks cookies on third-party domains if a visitor has not been to that domain before. For example, if you are on `mysite.com` and your data collection server is `mysite.omtrdc.net`, the cookie that is returned in the HTTP header from `mysite.omtrdc.net` might be rejected by the browser.

To avoid this, many customers have implemented CNAME records for their data collection servers. This can be an effective part of a [first-party cookie implementation](#) strategy. If a CNAME record is configured to map a hostname on the customer's domain to the data collection server (e.g., mapping `metrics.mysite.com` to `mysite.omtrdc.net`), the Experience Cloud ID cookie is stored because the data collection domain now matches the domain of the website. This increases the likelihood that the ID service cookie will be stored. However, this does introduce some overhead because you need to configure CNAME records and maintain SSL certificates for the data collection servers.

JavaScript

JavaScript can read and write cookies set in the first-party domain (the domain of the current website). The Experience Cloud ID service uses this method to set the `AMCV_###@AdobeOrg` cookie that contains all of the visitor IDs, so the domain of the tracking server no longer needs to match the domain of the website in order for the visitor ID cookie to be stored. In most circumstances this is the preferred way to set the ID service cookie because it eliminates the overhead of CNAME records and SSL certificates.

Custom Analytics IDs

Setting a customer ID using `s.visitorID` is a method of identifying users in Analytics. However, integrations in which Analytics data is exported or imported using the ID Service will not function when a visitor is identified using `s.visitorID`.

This includes, but is not limited to, shared audiences, Analytics for Target (A4T), and Customer Attributes. For these integrations, setting a custom Analytics ID is not supported.

Analytics Visitor ID Order

After you deploy the visitor ID service, there are five ways a visitor can be identified in Analytics (listed in the following table in order of preference):

Order Used	Query Parameter (collection method)	Present When
1	vid (s.visitorID)	s.visitorID is set
2	aid (s_vi cookie)	The visitor had an existing s_vi cookie before you deployed the Experience Cloud ID service, or you have a grace period configured.
3	mid (AMCV_ cookie set by Experience Cloud visitor ID service)	The visitor's browser accepts first-party cookies
4	fid (fallback cookie on H.25.3 or newer, or AppMeasurement for JavaScript)	<p>A browser doesn't accept third-party cookies and the Analytics tracking server is set up as a third-party tracking server.</p> <p>Note: The fid is a legacy identifier and is not used if you've implemented the ID service on your site. In this case, the fid is not needed because the first-party, AMCV cookie makes it obsolete. It has been retained to support legacy code and for historic reasons.</p>
5	IP Address, User Agent, Gateway IP Address	The visitor's browser does not accept cookies.

In many scenarios you might see 2 or 3 different IDs on a call, but Analytics will use the first ID present from that list as the official Experience Cloud ID. For example, if you are setting a custom visitor ID (included in the “vid” query parameter), that ID will be used before other IDs that might be present on that same hit.

1.3 [Analytics Videos and Tutorials](#)

Get the most out of Adobe Analytics. Use these tutorials to learn the features of Analytics and reap the benefits for your business. This content is suitable for administrators, data analysts, marketers, developers, and architects.

To get started,

- See the “**What’s New**” section below for the latest updates and features
- **Staff Picks** highlights some of our favorite content

- Explore the content by topic and subtopic in the **left navigation**
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